



WOTV – Grand Rapids, MI

Issues Report

Second Quarter 2010

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

April – June 2010

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
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Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Diane Sawyer	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20

Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Where You Live
Date Aired: Saturday, April 3, 2010
Length: 2:30
Summary: Calvin College in Grand Rapids offers a educational Eco Center where kids and families can tour acres of forest behind the school. It's a way for kids to connect with nature and learn more about the great outdoors and the science that comes along with it.

2. Program: Where You Live
Date Aired: Saturday, April 17, 2010
Length: 2:00
Summary: At West Michigan Academy for Environmental Science, high schoolers are using recycled items in art class. Kids are making handbags and wallets out of old plastic bags and murals out of items most people throw away. They also study "green" artists and those who are making a difference in our environment.

3. Program: 24 Hour News 8 @ 6:00 PM
Date Aired: Sunday, April 25, 2010
Length: 1:45
Summary: CWC Awards nomination this week goes to Recreation Reaps Rewards with the Grand Rapids Public Schools. This collaboration offers free programming to over 5,000 youth and their families within the city of grand rapids. Bringing together resources and expertise to this after school program gives children a greater opportunity to succeed.

4. Program: 24 Hour News 8 @ 6pm
Date Aired: Thursday, April 27, 2010
Length: :25
Summary: DeVos Donation -- local family donating money to help in building of MSU Medical School.

5. Program: Where You Live
Date Aired: Saturday, May 1, 2010
Length: 30:00
Summary: Greenfield Village is a special historical museum located in Dearborn, Michigan. It's a way for children to connect with America's past and teaches kids about homelife, work, farming and inventions that have shaped modern day America.
6. Program: 24 Hour News 8 @ 6:00 PM
Date Aired: Saturday, May 8, 2010
Length: 2:07
Summary: Connecting With Community Awards nomination this week is a collaborative effort between the City of Grand Rapids and Wyoming Housing Commissions. These two government agencies got together along with many other organizations and created "Passport to Success." This collaboration helps people move towards self sufficiency through their many educational programs.
7. Program: Where You Live
Date Aired: Saturday, May 29, 2010
Length: 2:00
Summary: Many people don't realize that the John Ball Zoo offers a school onsite for 6th graders in the city of Grand Rapids. It's a one year program that uses the zoo has a background for their lessons. This segment focused on the kids in the program and also the instructors who bring learning to life in this hands-on setting.
8. Program: Where You Live
Date Aired: Saturday, June 5, 2010
Length: 2:30
Summary: Students at Meadowlawn Elementary in Kentwood are benefiting from new 21st Century technology in their social studies class. All students have laptops and the teacher uses an interactive whiteboard to take kids on virtual field trips and to show bar graphs and charts. Students have responded positively with a higher interest in the subject.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: PSA Voices of Meningitis
Date Aired: Various from Apr. 1, 2010 – June 30, 2010
Length: :60
Summary: Voices of Meningitis is a public service announcement about the dangers meningitis and what precautions we should know about.

2. Program: Where You Live
Date Aired: Saturday, April 17, 2010
Length: 2:00
Summary: This segment showcased the new exercise craze called EcoTrek Fitness. It's an outdoor workout that uses items found in nature to enhance the workout. People hike on trails, do push-ups on park benches, squats using trees and more. It's a great way to get in shape and enjoy some fresh air!

3. Program: 24 Hour News 8 @ 6pm
Date Aired: April 18, 2010
Length: :30
Summary: Digital Doctors: Spectrum health using new virtual nurse call system to reduce hospital visits, PKG.

4. Program: Where You Live
Date Aired: Saturday, May 8, 2010
Length: 30:00
Summary: Our entire half-hour show was filmed at the Fifth Third River Bank Run, which is the largest 25K in the country. We talked to participants about why they run and focused on various health and wellness aspects of the sport of running.

5. Program: Where You Live
Date Aired: Saturday, June 5, 2010
Length: 1:30
Summary: In the age of electronics you don't have to just tune out and watch t.v. all day. There are lots of ways to be active using technology. We focused on various items that families can use including the Wii, Body Buggs, heart rate watches, DDR and more.

6. Program: Where You Live
Date Aired: Saturday, June 19, 2010
Length: 3:00
Summary: Our Meijer dietician, Shari Steinbach, showed us some simple and healthy recipes for Father's Day. She focused on items you can grill and why they are better for you vs. many traditional Father's Day meals.

7. Program: Where You Live
Date Aired: Saturday, June 19, 2010
Length: 2:00
Summary: We spoke with a pediatrician from Helen DeVos Children's Hospital who told us about the health benefits of spending time with your dad. Dad's play a key role both mentally and physically in our children's lives. Dads often times get our kids outside and active, but also serve as strong role models to our kids.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: PSA Debt Counseling
Date Aired: Various from Apr. 1, 2010 – June 30, 2010
Length: :60
Summary: PSA on what you can do and what help is available if you are in debt.

2. Program: PSA Al-Anon Family Groups
Date Aired: Various from Apr. 1, 2010 – June 30, 2010
Length: :60
Summary: PSA on what you can do and what help is available for families with problem drinkers.

3. Program: 24 Hour News 8 @ 6:00 PM
Date Aired: Sunday, May 2, 2010
Length: 2:02
Summary: Connecting With Community Awards nomination this week is C.A.S.A., Court Appointed Special Advocate. C.A.S.A. connects with many agencies to help children going through the court system who are involved in child welfare cases due to abuse and neglect. C.A.S.A. volunteers provide support and are the voice for these children.

4. Program: Where You Live
Date Aired: Saturday, May 8, 2010
Length: 1:30
Summary: We talked with some of the thousands of volunteers who help make the Fifth Third River Bank Run possible. We found out what they were doing and why they volunteer at community events like this. Roles ranged from passing out water, to registration, to awarding medals after the race.

5. Program: 24 Hour News 8 @ 6:00 PM
Date Aired: Sunday, May 9, 2010
Length: 2:05
Summary: Connecting With Community Awards nomination this week is Kandu. This collaboration combines two great efforts that we all benefit from with cleaner beaches. Working with individuals who want to make a difference.

6. Program: Where You Live
Date Aired: Saturday, May 22, 2010
Length: 2:00
Summary: The YMCA Inner City Youth Baseball and Softball Association is a program that gives all kids the chance to play an organized sport. This segment focused on a glove drive they were holding to gather used gloves for the kids in their program. It encouraged people to give back and give all kids the chance to be able to participate in the sport.

7. Program: Where You Live
Date Aired: Saturday, May 29, 2010
Length: 3:00
Summary: The Milnes Family of East Grand Rapids is working with Paws for a Cause to raise puppies. They have a foster dog through the program and volunteers to welp a little of puppies. We talked to the family about why they volunteer and how they are making a difference for people with disabilities.

8. Program: Where You Live
Date Aired: Saturday, June 26, 2010
Length: 30:00
Summary: Our entire half hour show was filmed at Maranda's Park Party in Cedar Springs. Park Parties are large scale community events that WOOD TV8 brings into urban communities. These are totally free and air to bring something positive and fun to kids who don't have much going on in the summer. Local non-profits volunteer their time and donate items to the cause. We also have various corporate partners who donate time and money to support these events.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: 24 Hour News 8 @ 6:00 PM
Date Aired: April 11, 2010
Length: 2:05
Summary: Connecting With Community Awards nomination for E.S.C.A.P.E. and Rescue One for Kids. Through this collaboration, injuries and deaths caused by fire have been significantly reduced throughout West Michigan. Education and prevention about the dangers of fire is their objective.

2. Program: Where You Live
Date Aired: Saturday, April 24, 2010
Length: 1:30
Summary: There are many safety precautions that new parents need to take before bringing home their baby from the hospital. We talked with a nurse at Helen DeVos Children's Hospital who told us about shaken baby syndrome, proper car seat installation, safety latches in the house and more.

3. Program: Where You Live
Date Aired: Saturday, May 22, 2010
Length: 2:00
Summary: Kids and sports injuries is a big topic this time of year. We talked to an ER doctor who gave us his best advice for preventing kids from getting hurt on the ball field. Tips ranged from helmets and padding to leading by example.

4. Program: 24 Hour News 8 @ 6pm
Date Aired: May 29, 2010
Length: :30
Summary: BOATER SAFETY TAG OUT OF DROWNING STORY regarding the importance of life jackets.

5. Program: Connecting with Community water safety PSA's
Date Aired: Various times starting June 1, 2010
Length: :30
Summary: Series of public service announcements about the dangers of the lakes including rip currents, life jackets and warning flags on our beaches.

6. Program: Where You Live
Date Aired: Saturday, June 5, 2010
Length: 2:30
Summary: With summer here many kids will be left home alone while parents are working. We talked to a local therapist who gave parents advice on setting limits on the computer, cell phone and television. It's a way to keep kids safe and also trying to break the addiction of technology.